



BOARD MEETING

3:00 pm, Tuesday, October 22, 2019

Conference Room 1, City Offices, 333 6th St SW, Willmar

AGENDA

1. Call meeting to order.....President Liz VanDerBill
2. Additions or Deletions to Agenda.....President VanDerBill
3. Consent Agenda.....President VanDerBill
Approve: 1. Minutes of 9/17/19 Board Meeting
4. Additions/Deletions/Approve Consent Agenda.....President VanDerBill

New Business:

5. 3rd Quarter Reinvestment Statistics.....Sarah Swedburg
6. 2020 Goals & Budget.....President VanDerBill

Old Business:

7. Touch-a-Truck Review.....Sarah Swedburg

Updates:

8. Artists on Main Street.....Janet Olney/Ana Serrano/Pablo Obregon
9. 2019 Work Plan Groups:
 - a. Economic Vitality.....Kristen Gilberts
 - b. Marketing & Promotions.....Melissa Knott
 - c. Design.....President VanDerBill
 - d. Organization.....Jill Wohnoutka
10. Staff Report.....Sarah Swedburg
11. Miscellany
12. Adjourn

Next Meeting: Tuesday, November 19th at 3pm in City Office Front Conference Room

Willmar Main Street
Board Meeting
September 17, 2019

Members Present: Liz VanDerBill, Melissa Knott, Janet Olney, Pablo Obregon, Vicki Davis
Others: Sarah Swedburg, Sarina Otaibi, Emily Kurash Casey, Brian Gramentz

The meeting was called to order by President Liz VanDerBill.

There was no additions or deletions to Agenda, and the Consent Agenda was approved as presented:

1. 8/26/2019 Board Meeting Minutes

New Business:

Rethos/MN Main Street Annual Visit: Board members introduced themselves to Rethos Staff members. Sarina Otaibi & Emily Kurash Casey reviewed the MN Main Street program & their individual rolls within the program. Ms. Otaibi provided a background and overview for Rethos' recent rebranding & name change from Preservation Alliance of Minnesota to Rethos: Places Reimagined. Their organization has changed significantly since their inception, and they feel that this change best encompasses the breadth of work they now are involved in (education, policy work, MN Main Street, etc). For more information, visit their website at rethos.org.

Ms. Kurash Casey provided additional updates for the Main Street Program. Self evaluations for each community will be due in mid-January. These evaluations determine our Main Street accreditation each year. Applications for the MN Main Street Project Funds (previous known as the "Mini-Grant") will be due in mid-December; they encourage programs to begin thinking what project they might tackle with these funds. Our next Artists on Main Street cohort meeting will take place in Wabasha in November. Because 2020 will be Willmar's second year in the program, there is greater flexibility in how we might administer the program. MN Main Street will be sponsoring 2 upcoming "Train-the-Trainer" workshops: "Positioning Downtown to be Development Ready" (September; Red Wing, MN) & "Business Success for Small Businesses" (November; Northfield, MN).

Board Members inquired about the tour of downtown that took place prior to the Board Meeting. Sarah Swedburg brought Rethos on a tour of Freida's, Heritage Bank, Royal Cuts Barbershop, the Elevator Project at Midtown Plaza, the Barn Theatre, and Artists on Main Street Projects. Ms. Otaibi & Kurash Casey thought that signs & architectural projections were limiting. Ms. Kurash Casey did not notice the Foxhole Brewhouse sign on her own. Board Members asked Staff to prepare Ordinance revision examples from other Cities/MN Building Code to review in October.

Old Business:

Celebrate Art! Celebrate Coffee! Event: Financials have not been received at this time. We will bring this item back to the table at a future meeting.

Updates:

Artists on Main Street: The committee will be deciding on a new end-of-year celebration date to allow for all projects to be completed before we showcase & begin conversation for next year's program.

1. Economic Vitality: Celebrate Art! Celebrate Coffee! will be taking place this Saturday at Kennedy Elementary School and we will promote the Touch-a-Truck event during the kids fun run as well as have fliers at the Arts Council Table during the event.
2. Marketing & Promotions: Website is coming along - hopeful for a launching in about a month. The Committee has also been reviewing marketing material for the Touch-a-Truck event.
3. Design: Considering a monthly email update for downtown business owners. As soon as we have additional material for another in-person update, we will be setting a date. We will again utilize the postcard distribution for this meeting, as we only have emails for about 10% of our downtown property owners.
4. Organization: Staff will send out bylaws for board member review for a future meeting.

Staff Report:

Staff reviewed upcoming events and partnerships, including Touch-a-Truck and Holidaze. Sarah will be attending the Rural Arts & Culture Summit with John Salgado Maldonado, one of the 2019 Artists on Main Street Recipients, to highlight the Artists on Main Street work with Rethos, Springboard for the Arts, & Winona Main Street.

Meeting adjourned at 12:02pm.

Willmar Main Street Coordinator,
Sarah Swedburg

Minnesota Main Street Reinvestment Form

Quarterly Reports from Local Main Street Programs

Upcoming Reports Due: **Second** week of January, April, July and October.

Date: 15-Oct-19
Quarter: 3
Community: Willmar

New Businesses, Business Expansions, and Jobs Added

Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Added	# Part-time Jobs Added	Status	MS Assistance?
Yolanda's Heart Boutique / 203 S	Retail	1			
Total # of New Downtown Businesses		0			
Total # of Jobs		1	0		

Businesses Closed, Moved Out, Downsized, and Jobs Lost

Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Lost	# Part-time Jobs Lost	Closed, Moved Out, or Downsized
CD & T Auto / 348 2nd St SW	Retail	1	1	
Total # of Downtown Businesses closed or moved out		0		
Total # of Jobs		1	1	

Commercial Space in the Main Street District

Total number of commercial spaces:	As of this date:	
Total number of vacant spaces:	As of this date:	
Total number of square feet of commercial space:	As of this date:	
Average rent per square foot:	As of this date:	

Will only be
done once
each year.

Façade Renovations Completed

Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	MS Assistance?
324 6th St SW	Residential Reside	\$ -	\$ 2,000.00		
Total # of Projects	1	\$ -	\$ 2,000.00		

Other Rehabilitations Completed (Any building rehab other than façade renovation)

Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	MS Assistance?
316 Litchfield Ave SW	Jake's Pizza Interior Rem	\$ -	60,000		
400 Benson Ave SW	Kandiyohi County Interio	\$ 50,000.00	0	County Building Maintenance	
515 2nd St SW	Fire Station Furnance & A	\$ 14,350.00	0	City Building Maintenance	
310 1st St S	Heritage Bank Drive-Thro	\$ -	25000		
Total # of Projects	4	\$ 64,350.00	\$ 85,000.00		

Buildings or Property Sold

Address / Name of Building	Current & Planned Use	Sales Price	New owner is...	MS Assistance?
333 Litchfield Ave SW / Goodnes	Goodness Coffee House	\$ 300,000.0		
Total # of Sales	1	\$ 300,000.0		

New Buildings Constructed

Address / Name of Building	Description of Work	Public \$ Invested	Private \$ Invested	Public \$ Sources	Planned building use	MS Assistance
Total # of Projects	0	\$ -	\$ -			

Completed Public Improvement Projects (non-building investments within District)

Description	Sources of Funds	Public \$ Invested	Private \$ Invested	MS Assistance?
Total # of Projects	0	\$ -	\$ -	

New Housing in Main Street District

Address	Type (condo, apt., Single Family, etc...)	# of units	Sales/Lease Price	MS Assistance?	Upper floor?
Total # of Projects	0	0			

Housing Downtown

On this date:	7/12/2019	Will only be do
Our district has ____ number of housing units:	189	year.

EVENTS

Events during LAST quarter			
Name of Event	Type of Event	Est. # of attendees	Est # of business participants
Mayor's Bike Ride Block Party	Block Party	300	3
Willmar Fest	City Celebration	3000	20
Property Owner's Meeting	Main Street Update for P	20	15
Total # of Events	3	3320	38

Volunteer Hours	
	Total Hours (volunteers x hours)
Board Volunteers	27
Committee Members	50
Special Events	10
Other Volunteer Hours	10
Total # of Hours	97

Total Value of Hours* \$ 2,675.26

* 2017 value of a volunteer's time in Minnesota is \$27.58 from <http://www.independentsector.org/resource/the-value-of-volunteer-time/>

Grants Received			
Name of Grant	Description of Grant	\$ Amount of Grant	Public or Private
Artists on Main Street 2020	The Willmar Area Comm	\$5,000	Private
Total # of Grants	1	\$5,000	

Historic Preservation		
Building Address	Locally Designated?	National Register Designation?
Total # of Designations	0	

Buildings Demolished	
Building Address or District Information	Year Built / Period of Significance
Total # of Demolitions	0

Downtown Story (required)		
Project/Event/Story Title	Project Impact and Results (2-4 sentences)	Photo attached?
Heart Boutique Opens up Downtown!	Heart Boutique is a place that people want to be!	heartboutique

Quarterly Reinvestment Statistics Summary	
Net of all gains and losses in full-time jobs this quarter	0

Net of all gains and losses in part-time jobs this quarter	-1
Net of all gains and losses in new businesses this quarter	0
Total number of business expansions this quarter	0
Number of building rehabilitation projects this quarter	5
Number of public improvement projects this quarter	0
Number of new construction projects completed this quarter	0
\$ Value of all private investment spent in the above projects	\$ 87,000.00
\$ Value of all public investment spent in the above projects	\$ 64,350.00
Number of volunteer hours contributed this quarter	97
\$ Value of volunteer hours contributed this quarter	\$ 2,675.26
Number of event attendees LAST quarter	3320
Number of grants received	1
\$ Value of grants received	\$ 5,000.00
Number of properties sold	1
\$ Value of properties sold	\$300,000.00
Number of properties designated as historic	0
Number of buildings demolished	0



Board Meeting
Sarah Swedburg, Staff Report
October 22, 2019

Opportunity Zone Update

The City & EDC has begun work with Golden Shovel to create the Opportunity Zone Prospectus. As we have begun to dive into this work, the Planning & Development Department is currently researching the potential to create an additional Overlay Zone directly over the Opportunity Zone to provide even greater incentive for property owners & potential developers to locate their investments in this area. Incentives created for this Overlay Zone may include reduced permitting fees, greater allowance for flexibility in use, etc. Staff is currently researching examples from other Cities and anticipates creation of draft language in the near future!

New Downtown Business!

I am very excited to share about a new small business that has opened their doors in downtown Willmar: Yolanda Heart Boutique. This small business offers gently used women's and junior's clothes, and is located on 5th Street, across from Peterson Shoes. Yolanda is very excited about being downtown. Be sure to stop by!

Partnership Opportunities

Holidaze - We have partnered with Patina Marquet to host a downtown holiday market during the Holidaze event/parade on Saturday, November 23rd. WMS will work to secure the space & our partnership with Patina will help us secure local vendor participants. Because of the Holiday Market, Willmar Fests will consider us a sponsor & partner of the Holidaze events and our logo will be on posters and promotion of the day.

Robbins Island Destination Playground - The Willmar Area Community Foundation has approached us & inquired about the possibility of a partnership to get further community involvement around some painted pieces that need some TLC at Destination Playground. We are working to explore what a partnership with some of our Artists would look like to engage artists & community members for a few community painting days downtown to spruce up these pieces.

Upcoming Important Dates

Fundamentals of Finance & Board Boot Camp (Willmar Conference Center; October 30)

Learn more at propelnonprofits.org/upcoming-trainings/

Understanding & Supporting Business Succession: A Workshop for Community Leaders
(Northfield, MN; November 6)

Main Street Day at the Capital (St. Paul, MN; March 10, 2020)

Meetings

- Main Street Directors Monthly Conference Call
- Building Development Workshop (Red Wing, MN)
- Meetings with Golden Shovel (re: OZ Prospectus)
- MN Chapter American Planning Association Conference (Breezy Point, MN)
- Rural Arts & Culture Summit (Grand Rapids, MN)
- Touch-a-Truck Event
- Meeting with The Voice (re: Artists on Main Street)
- Leadership Perspectives Facilitation (Heritage & Diversity Day/Downtown Tour)